



THE GLEICHEN CALL

VOLUME 46 NO. 40

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Regular Meeting Town Council

A regular meeting of the town fathers was held one evening last week. Those present were Mayor Colpoys and Councillors R. K. Hunter, E. Bolinger, Frank Michael and U. A. Jones.

The minutes of the previous meeting were read and adopted on motion of Councillor Hunter.

Councillor Michael stated that there was nothing to report in connection of reservoir to the water system.

The secretary gave a report on the income and expenditure with regard to the backhoe. W. A. Smith made application to purchase the lot adjoining Sales and Service. The application was accepted on motion of Councillor U. A. Jones.

It was moved by Mayor Colpoys and carried: That the original resolution setting the charges for the use of the town backhoe be rescinded and the following charges be substituted therefor: for ratepayers by the hour \$8.00, for non ratepayers by the hour \$9; or by the foot 10 cents each way, for either class. Travelling time for work outside town both ways \$1.50 per hour.

The auditors report for September quarter was read and accepted on motion of Councillor Hunter.

The report of the R.C.M.P. was read and accepted on motion of Councillor Bolinger.

The secretary's monthly financial statement for the month of November was read and accepted.

All accounts presented were ordered paid if the finance committee found them correct.

A number of Xmas. Tree entertainments are billed to take place in the next few days. These children entertainments are put on by different organizations.



DR. F. J. GREENAY,

Director,

Line Elevators Farm Service,

Winnipeg, Manitoba.

Sponsored by following companies:
Ferrell, Alberta Pacific, Phipps, Canadian
Consolidated, Patterson McCabe, Parrish &
Heimbecker, Inter Ocean, Independent
Elevator Milling, Canada Wheat and Quaker
Oats.

Weed Control—A Key to Production

The importance of weed control in successful grain crop production was again forcibly emphasized at the 7th Annual Western Canadian Weed Control Conference held recently in Edmonton.

Remarkable Advances. Until the introduction of 2,4-D and other effective weed-killing chemicals farmers, extension specialists, and other agricultural workers were inclined to maintain a defeatist attitude towards our worst farm problem—weed control. In recent years, however, the introduction of new, efficient and relatively inexpensive weed-killing chemicals has completely changed the picture. It has given all weed fighters in Western Canada a new lease on life—a new attitude towards the weed control program. Weed-fighting has changed from a costly, laborious, and discouraging farm operation to an effective, practical and profitable farm practice. In 1953, for instance, no less than 12,121,000 acres of grain crops in the Prairie Provinces were treated with 2,4-D or MCP—the English cousin of 2,4-D. Chemical weed control is here to stay.



It takes the advice of their four children to help Clair and John Drainie get their Christmas tree ready for Santa Claus. What he has in store for them on Christmas morning remains to be seen, but there is no doubt about what

Claire and John plan for radio listeners this year; they will continue to combine their dramatic talents on "Jake and The Kid," and John will be heard on Stage 54 and CBC Wednesday Night, among others.

The Ottawa Letter

NORTHERN AFFAIRS

As about 40 percent of the area of Canada lies in the distant north the government has decided to establish a Department of Northern Affairs and Resources. It is a land of ice and snow but it is also a land of great beauty and attractiveness. Lately it is realized that it is also a land of great opportunity. The advent of the airplane and the courage of the bush pilots has made it possible to reach those uncharted areas and to transport machinery and supplies for exploration.

The north land has been a challenge to those with endurance, courage and the spirit of adventure. The history of their experience is rich in romance, sad in places and crowded with thrills, disasters and successes. Lines written by Robert Service state: This is the law of the Yukon And ever she makes it plain Send not your foolish or feeble Send me your strong and your sane.

The basic industry for development is mining. In 1952 gold, silver and zinc were produced in fair quantities. The gold production was eight and a half million dollars. The discovery of uranium has been of very great importance and the Mackenzie River basin is regarded as being a great oil bearing region.

On account of the remoteness of the area, the problem of transportation, the rigorous climate and the toughness of the terrain it will take time to develop this new wealth.

Two million dollars worth of fish are annually taken out of the Great Slave Lake and shipped to Chicago. The forest and water resources will in time develop a tourist industry. There are indeed unlimited possibilities of power development on the rapid rivers of area. Where there is power available there will be industry. This is what happened in far distant places like Arvida and Kitimat. Does population follow power development or does power production follow population? It is the old question of which came first the hen or the egg.

F. W. GERSHAW.

The success of an immigrant can best be judged by his desire to master the language of his adopted land. If he or she makes every effort takes advantage of night school classes and seeks aid to master the spoken word in their new home success comes rapidly. The few avoiding the opportunity to learn a new language within a year either return to their former homes or take menial tasks. Canadians, many immigrants claim are excellent teachers anxious to assist all new arrivals to master the English language. In mines, plants and industrial manufacturing hundreds of immigrants today through the assistance of Canadians are mastering the English language as a preparation to resuming the professional practice they relinquished a few months

OBITUARY

Mr. and Mrs. A. F. MacCallum received a cable last week announcing that their grandson Eric MacCallum, age 7 years, had died some hours after being in an accident. The cable gave no details. Eric was the second oldest son of Mr. and Mrs. (Bill) Wm. F. MacCallum and with his mother, sister and brother had arrived in England on December 7. Bill who is with the R.C.A.F. had been transferred to England several months ago.

George Souter has received word that his mother died in Teindland Wells, Scotland on November 5th.

Mr. B. Ramsbottom a former resident of Gleichen died last month at the age of 79 in New Westminster, B. C. Mr. Ramsbottom was postmaster here for a number of years. He built the building known as the post office block across the street to the east of the present post office block. This building was torn down some years ago. The foundation is still there. When Mr. Ramsbottom gave up the post office the present post master Mr. Bates took over.

At this Christmas time the world is full of perplexities and difficulties. History tells us, however, that throughout the ages perplexities and difficulties are much more normal than many suppose. Except for some 300 years of continuous peace under the rule of ancient Rome called Pax Romana, and about 100 years when Britain kept the peace of the world, called the Pax Britannica the world has usually been upset and with fear of possible war and shortage of food gripping the hearts of men. Somehow or another, however, things usually turned out at least to be not quite as bad as many expected. Our present period of perplexity and difficulty will no doubt be much the same. Man's most fervent hope throughout the ages has been for an abundance of food. In some relatively small areas of this world a great abundance of food is now present and an abundance of wheat is causing some

temporary difficulty to our prairie farmers. It is worth remembering, however, that it is far better to have to contend with the relatively minor problems of abundance than it would be to have to suffer from a lack of sufficient food.

this at least must be a comforting thought for us at this Christmas time when we ponder on the great hopes of mankind: "On earth peace, good will toward men" and "Give us this day our daily bread."—World of Wheat.

Merry Christmas ~ Western Canada from EATONS





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Grain Receivers, Shippers and Exporters
An old established firm with a reputation for doing business right.
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BRANCHES: CALGARY — TORONTO — MONTREAL

A Joyous Christmas

May Good Cheer and
the gladness of the Yuletide
reign in your home
on Christmas day and
every day of the
New Year



ALBERTA BREWERS' AGENTS

LIMITED

SICKS' EDMONTON BREWERY LTD.
NORTH-WEST BREWING CO. LTD.
SICKS' LETHBRIDGE BREWERY LTD.
CALGARY BREWING & MALTING CO. LTD.
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Swift Current District Resident Wins Honor Of Being Canada's "Honey Queen" At Winter Fair



—Photo courtesy of Swift Current Sun.
Two days after their return from Toronto, where she won the trophy emblematic of the Best Honey at the Royal Winter Fair show, the cameraman caught Mrs. J. W. Kent, Mr. Kent and daughter, Susan, in front of their farm home, near Pambrun, Sask.

Mrs. Kent won the Canadian Beekeepers Council Trophy for "The Best Honey in the Show," and that takes in all of Canada. The Kents entered last year and won two fourth prizes. This time they didn't know of the victory until they arrived in Toronto. But folks out here heard it before they did, on a morning news broadcast while they were en route by train.

Previously at the provincial honey show at the Regina Exhibition Mrs. Kent has won top award for liquid white honey for two years in succession.

They have five colonies of bees and this year harvested 1,200 lbs. of luscious honey, all of which was sold locally; as a matter of fact demand for their product exceeded the supply as it always does.

A few years ago Mr. Kent discovered he was allergic to bee stings, and since then the active work has been handled by Mrs. Kent herself. They have been in "bees" for 10 years now on their farm which is about three miles northeast of Pambrun and within sight of Vanguard. Mr. Kent is a native of Myrtle, Ont., and Mrs. Kent is a daughter of Mr. and Mrs. P. J. Jorgenson and was born in the district.

The trophy is a Silver Bowl suitably engraved, and has yet to arrive at the farm from Toronto.

That a district farm lady should win the top honey honors at the Toronto Royal Winter Fair is a great achievement. Naturally they are a happy couple over the win.

BANFF WINTER CARNIVAL PLANS UNDERWAY

The 36th annual Banff Winter Carnival will be held from February 10 to 14, and plans for lavish entertainment are going ahead under the direction of Earl Gammon, chairman, R. E. Johnson, vice-chairman and R. E. W. Edwards, secretary-treasurer. Carol Taylor of Edmonton will be the reigning queen, and news has reached us that the last day of the carnival will feature the Precision Marching Group of the Al Azhar Shrine Patrol of Calgary. This group, which presents a truly magnificent spectacle, has not yet been defeated in any precision competitions it has entered.

Buffalo Meat Makes Appearance On Dauphin Counters

DAUPHIN, Man.—Staple of the Plains Indians' diet, buffalo meat, has made its annual appearance on the counter of at least one Dauphin meat market.

About 22 animals one or two years in age were killed off this year to pare the herd down to a size which the enclosure in Riding Mountain national park can comfortably contain.

Healthy bones can withstand compression strains up to around 18,000 pounds per square inch.

"How about You Mom?"

...you want your youngsters to be full of life, strong, healthy? Then give 'em Scott's Emulsion daily, and watch! Yes, Scott's helps your children grow up strong, develop sound teeth, strong bones. It contains natural Vitamin A & D, plus oil and added minerals! Acts fast, tastes better. 148,000,000 bottles sold—Scott's Emulsion is dependable.

SCOTT'S EMULSION HIGH ENERGY TONIC

—By Chuck Thurston

PEGGY



Funny and Otherwise

A woman was bemoaning the fact that her husband had left her for the sixth time. "Never mind," sympathized her neighbor, "he'll come back again."

"Not this time," she sobbed. "He's taken his dartboard."

"Once and for all I want to know who is boss in this house," the irate husband demanded.

"You'll be much happier if you don't try to find out," replied his wife, sweetly.

Annoyed at the non-delivery of some coal he had ordered, a man wired to his dealer: "Cancel order immediately."

He received the reply: "Regret cannot cancel immediately. You must take your turn."

An obviously refreshed guest was brought into the hall of a temperance hotel by an obliging friend. The manager, noticing his condition, came forward in alarm. "Hey, you can't bring that man in here," he cried. "This is a temperance hotel."

"That's all right," said the friend. "He's too tight to notice."

"It's all nonsense about the Irish being great fighters."

"How do you make that out?"

"Well, you know Mike Rafferty who lives in our street? Last night my brother and I and a couple of other fellows knocked him silly."

"How's the boss since you told him off?"

"He's a different man."

"And you?"

"I'm with a different firm."

A patient was pleading with a doctor that he really didn't need an operation. There's nothing wrong with me," he argued, "except that my appendix itches."

"Good," replied the doctor, "we'll take it out."

"Just because it itches?" the patient gasped.

"Certainly," the doctor boomed back. "Have to take it out before we can scratch it."

Waiter: "Do you want the dollar steak or the dollar and a quarter steak, sir?"

Sir: "What's the difference?"

Waiter: "You get a sharp knife with the dollar and a quarter steak."

Whale steak was on the menu and there was no particular run on it, so the waiter was surprised when a diner asked for a double portion.

"You're fond of whale steak, sir?" he asked.

"Well," the diner explained, "I've been waiting for this opportunity for a long time. My name's Jonah."

"After the quarrel she let him have the last word."

"That was unusual for her, wasn't it?"

"Yes, but I understand she wanted to give him a little surprise, as it was his birthday."

The teacher wanted to impress on his class that there was nothing a man could not do if he put his mind to it. Johnny Jones begged to differ.

"Well," said the teacher, "tell me what is it."

"You try to strike a match on a piece of soap," was the answer.

A colt becomes a horse at five years of age.



EXPORT
CANADA'S FINEST
CIGARETTE

Studies Light Sandy Soil

Management of light sandy soils has been a major problem for many years. These soils are relatively low in fertility and have a low water holding capacity.

They lack fibre content and during dry years they are very subject to wind erosion. On the other hand they are just as subject to water erosion during wet years. This means that sound farming practices must be followed in order to farm such land profitably.

The Metiskow Substation is representative of a large portion of the light sandy soils of Central Alberta. These soils have proved suitable for mixed farming. Areas that are too hilly for farming are used profitably as native pasture.

It has been found that erosion on the cultivated land can be reduced greatly through use of forage crops, trash cover farming, and proper cultural management. The fibre content of the soil can be maintained by periodically seeding a grass-legume mixture and leaving it for a period of three or four years.

Experience has shown that there is little danger of wind erosion if the sod is broken early in the spring and seeded to a grain crop as soon as possible.

Not more than two successive grain crops should be grown on these soils, otherwise the fertility of the soil may become depleted. Seeding forage crops with a nurse crop has not proven satisfactory because of limited moisture. It is more practical to delay seeding the forage crops until late Fall or early Spring when they may be seeded directly into the stubble.

This type of rotation not only provides feed for livestock but controls soil erosion and aids in maintaining the fibre content and fertility of the soil.

The average hay yields on this rotation over a three-year period have been 1.01, 1.08 and 0.86 tons per acre for the 1st, 2nd and 3rd year old hay stands respectively. Most of the grain crops during this period have been cut for feed.

If cash crops are desired, says L. J. Anderson, Lacombe Experimental Station, two-year or three-year grain rotations may be used satisfactorily. When such rotations are used, careful attention must be paid to maintain a trash cover on all fallow fields.

This may be accomplished through use of implements such as the Noble blade cultivator. In the grain-fallow rotations, during a fourteen year period at the Metiskow Substation, the average yield of wheat after fallow has been 13.8 bushels per acre and for oats after fallow 28.0 bushels per acre. In comparison the average yield in a three-year rotation of fallow-wheat-oats has been 10.6 bushels for wheat and 13.9 bushels per acre for oats.

On a net returns basis the two year rotations are favored slightly over the three-year rotation. The additional yield through the use of Ammonium Phosphate 11-48 fertilizer at 25 pounds per acre on wheat has been from 3 to 5 bushels per acre.

Although varying climatic conditions play an important role in any farm economy there is no reason to believe that the rotations and farming practices outlined above should not prove practical at other locations having a similar soil type as at Metiskow.

"That, as I see it, is the great and immediate challenge of the present day. And that challenge will not be met if the bogey of over-production should drive individual nations behind the barricades of high tariffs and intensified restrictions."

Mr. Ball saw the need of the immediate future as the speedy furtherance of trade policies based fundamentally on recognition of three facts: first, that the welfare of the free nations is inter-dependent; second, that the objective of "trade not aid" can be achieved only with the full realization that trade is a two-way process; and, third, that it is idle to talk of enduring peace without deliberate measures designed to help less fortunate countries to help themselves by giving them a fair chance to sell in external markets.

Rare Bird Shipped From Taber To Zoo

Taber residents may not know that they have some rare species of birds in their district, and one in particular has come to light through Mr. Everett Kerkhoff who has presented to Mr. Roy Brewer a beautiful white ring neck pheasant which was shipped to the Calgary Zoo.

These white mutations are exceptionally rare here, so when Taberites visit the Calgary Zoo they can point with pride to this pheasant which was found in Taber district.

Mr. Everett Kerkhoff arranged with considerable difficulty the details of the shipment.

Canada's National Parks had their beginnings in 1885 when a 10-square mile area around the hot mineral springs was reserved for public use.

The orchid grows from the smallest flower seed in the world.

136TH YEAR IS RECORD



GORDON R. BALL



ARTHUR C. JENSEN

B OF M HEAD STRESSES NEW NEED FOR SALESMANSHIP, EFFICIENCY, REALISM

Gordon Ball Sees Keener Competition and Return of Normal Hazards of Enterprise

ARTHUR JENSEN, GENERAL MANAGER, PRESENTS RECORD STATEMENT, REVIEWS BUSINESS OUTLOOK, PRAISES PERSONNEL

Keener competition and the return of normal hazards of enterprise were given as reasons for a renewed emphasis on salesmanship, efficiency and sober realism in business by Gordon R. Ball, president of the Bank of Montreal at its 136th annual meeting of shareholders.

In reviewing the Canadian business picture during the past year, the B of M president said that "we seem to have passed from a situation in which nearly all business influences were buoyant to one in which the normal hazards of enterprise are once more apparent."

"The business landscape," he said, "has begun to show a more varied pattern of light and shade."

Some industries, particularly those dependent on export markets, have been encountering difficulties. Competition has been keener, both in domestic and foreign trade."

Mr. Ball maintained that, while these developments did not justify a gloomy view of Canada's prospects, they did suggest the need for "a healthy awareness that boom conditions of easy selling and easy profits are subsiding." "I am still an optimist," he said, "regarding Canada's future, but sensible optimism includes a candid recognition that the immediate prospect places a renewed emphasis on salesmanship, efficiency and sober realism."

More Intensive and Economic Use of Resources

The speaker saw in the improvement that had taken place during the past year in the sphere of international trade and finance "a great opportunity for further bold advances towards more intensive and economic use of resources."

He felt it would be tragic if, just at the time when the military and political defences of nations of goodwill were being strengthened, the economic gains of the recent past were to be lost.

"It is up to all of us, in all countries, who stand with private enterprise to demonstrate here and now that the system that we rightly believe produces most and contributes most fully to well-being does not inevitably beget periods of slump and mass unemployment.

"That, as I see it, is the great and immediate challenge of the present day. And that challenge will not be met if the bogey of over-production should drive individual nations behind the barricades of high tariffs and intensified restrictions."

Mr. Ball saw the need of the immediate future as the speedy furtherance of trade policies based fundamentally on recognition of three facts: first, that the welfare of the free nations is inter-dependent; second, that the objective of "trade not aid" can be achieved only with the full realization that trade is a two-way process; and, third, that it is idle to talk of enduring peace without deliberate measures designed to help less fortunate countries to help themselves by giving them a fair chance to sell in external markets.

Kitchen Meditations By JANE DALE

THERE IS A WAY

There is a way for those who diligently seek a goal; a way to attain cherished hearts desires; a way, unrevealed at the first attempting, obscured by trivial happenings until a timely hour. There is a way; let no man tell you different. With a set goal, each day will bring its bounty; each completed task bring you one step nearer the prize. There is a way, not always brightly lighted, nor yet clearly defined for human eye to see. Then comes a day when the way stably travelled brings a reward out of diligence and striving.

Do You Know That...

The orchid grows from the smallest flower seed in the world.

GRISTING

We will accept wheat for gristing in exchange for flour, whole wheat and wheatlets—all guaranteed high quality.

—BRING YOUR WHEAT IN AT ANY TIME—

"Where a producer delivers wheat to a mill for gristing and receives a return of the flour, bran and shorts resulting therefrom or which could be extracted from the quantity of wheat delivered, paying in cash for the cost of gristing such wheat will not form part of his delivery quota and no entry need be made in the Permit Book respecting the delivery of such wheat. No Producer's Certificate may be issued covering wheat which is gristed as above."

—Canadian Wheat Board Regulation.

Vulcan Flour Mill

William Sorger, Prop

Phone 135

Vulcan



IS YOUR SEED DEAD OR ALIVE

Don't Guess—Be Sure—Have It Tested
See Our Agent for RELIABLE FREE Seed Testing
and P. G. FROSTONE ANTIFREEZE—The BEST for the WEST.



The world will climb closer to the stars when marriage is made more difficult, and divorces easier.

Law is a lottery, and the lucky man with the most money has the best chance to win.

HERE AND THERE

Christmas is only eight days away. Have you got that present yet?

Wm. Cook was taken to the Bassano hospital last week for medical treatment.

Mrs. W. F. Erford, Sr., has received word that a son was born to Mr. and Mrs. Ray Erford in Edmonton on December 9th.

A recent press dispatch from eastern Canada has it that Mr. Vincent L. Purcell of Antigonish, Nova Scotia, has lately been awarded the Queen's Coronation Medal for "Distinguished Public Service." Mr. Purcell has been a long time valued member of the Municipal School Board of his native Antigonish county. He is also regarded as a veteran in municipal affairs having served continuously for almost a quarter of a century, first as councillor and later as county warden. Mr. Purcell is a brother of our fellow-townsman, Mr. N. T. Purcell.

W. F. Durston celebrated his

90th birthday Friday at his home in Calgary. A large number of old time Gleichen friends went to Calgary and called on him that day. All report that Mr. Durston was just as spry as ever and happy to meet his friends.

Last Thursday evening in the Legion Hall the annual turkey dinner of the Ladies Auxiliary to the Canadian Legion was served by members of the Auxiliary. After the dishes were cleared away the regular meeting of the Auxiliary was conducted by the president, Mrs. J. Bell, who opened the meeting in the usual manner and routine business was dealt with. After the meeting was adjourned a merry time was spent playing games. The pleasant evening came to a close when lunch was served near midnight.

The best man we have in our town for the general good of the town is the one you will always see on the front seat of progress. He is the first one to extend an open and warm hand to greet the stranger and welcome him to town. He will resent an insult to our town as quickly as he would a slur at a member of his family. He very politely invites the chronic truant to move on. He is ever ready to give his just proportion to every public enterprise. He talks up our town at home and abroad and sincerely believes it to be a fine place. He is always boasting, but never boasting. Let us all try and be like this man for one year and our little city will take on a new life and improve.

YOU DID

It's good to wander back again
Among the old home folks;
It rather satisfies a man
To hear the same old jokes,
To hear somebody say, "I knew
You when you were a kid,"
But some one always tells you
The foolish things you did.

Your heart beats lighter, as it did
In long forgotten days,
When at some well remembered
spot

Reflectively you gaze,
But it seems queer that all your
good

And noble deeds are hid,
And people only call to mind
The foolish things you did.

They talk of others who've gone
out

Into some foreign land,
They tell of things these other
folks

Have done, and they seem grand,
But when it comes to talk to you
Their minds cannot be rid
Of the belief you'd like to hear
The foolish things you did.

You know you've done a thing or
two

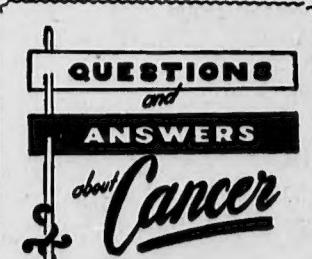
Which show you've got some
sense

But every time they talk of you
They're certain to commence
With tales of "What a fool you
were"

When you lived here—a kid;
They have forgotten all except
The foolish things you did.

CLASSIFIED ADS

MALE HELP WANTED
Make \$75 AND UP every week.
Full or part time. Take orders for
Canada's largest selling, nationally advertised LIQUID FERTILIZER. No investment. Write "Natura Plant Food Co. (Canada) Ltd., Langart St. W. London, Ont.



Question: Is there a relationship between irregular bleeding and cancer of the cervix or uterus?

ANSWER: There may be, and for that reason women with this symptom should go at once to a doctor. Irregular bleeding is usually the first sign of cancer of the uterus. In women beyond the menopause, a discharge may be the first sign.

Write for free literature.
Canadian Cancer Society
231 - 7th Ave. E. Calgary, Alta.

Announcing for 1954



A COMPLETELY NEW

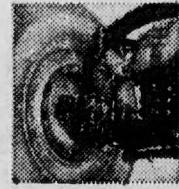
161-Hp. V8

OVERHEAD VALVE ENGINE
Canada's most advanced V-8 by Canada's most experienced V-8 builder



A completely new feeling of stability and road-control

BALL-JOINT FRONT SUSPENSION



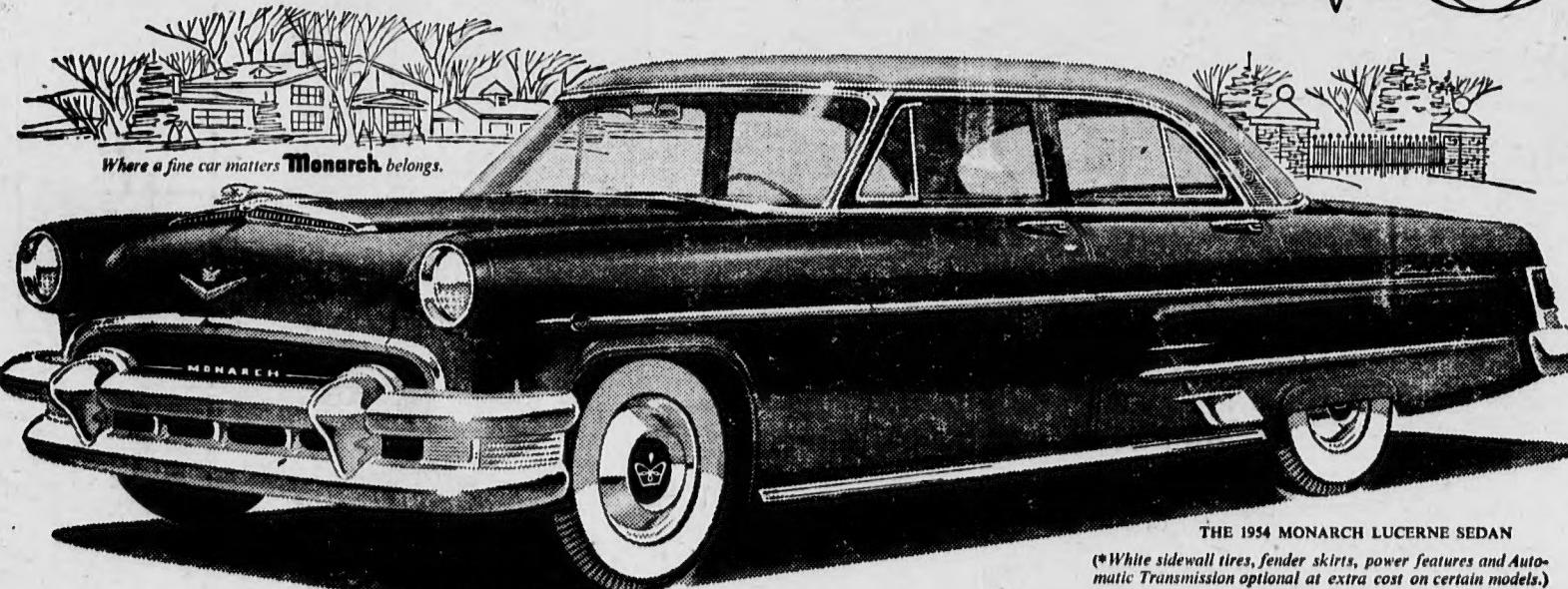
EFFORTLESS DRIVING EASE

with Power Steering*,
Power Brakes*, Power Seat*,
Power Window Lifts*,
Automatic Transmission*



See and drive it!

new Monarch 161-Hp. V8 OVERHEAD VALVE



THE 1954 MONARCH LUCERNE SEDAN

(*White sidewall tires, fender skirts, power features and Automatic Transmission optional at extra cost on certain models.)

"Over 20 years' experience
back of that new V-8"

"Yes, and there's never
been a car as lovely as
the new Lucernes"



ALL NEW FOR '54...THE Monarch Lucerne LINE

the ultimate in beauty...the ultimate in driving ease...
features a wider-than-ever choice of longer, slimmer models

YOU'RE INVITED TO SEE AND DRIVE IT—the magnificent new 1954 Monarch—designed by the industry's finest style-craftsmen in the newest styling laboratories... built by Canada's finest builders in Canada's most modern automotive manufacturing plants. Here is breath-taking new beauty interpreted in longer, lower-looking lines. In the four superb models of the new Lucerne line, designed for today's new idea of motoring pleasure, beauty achieves its ultimate expression. HERE IS GREAT NEW V-8 POWER that means greater smoothness, faster acceleration, more safety and flexibility of operation—from a completely new 161-Hp. V-8 engine

of the latest, most advanced overhead-valve design—Canada's newest V-8 engine, made by Canada's most experienced V-8 builder.

HERE IS AN ENTIRELY NEW FEELING OF STABILITY, road-control and steadiness on curves, a new concept of driving, riding and steering comfort, with new Ball-Joint Front Suspension. Here is every new power feature to make driving effortless, including Power Steering*, Power Brakes*, Power Seat*, Power Window Lifts* and Automatic Transmission*... and new riding enjoyment in Monarch's "Quiet Ride" interiors—dramatically beautiful, luxurious, silent at all speeds.

ON DISPLAY TODAY SEE YOUR MONARCH DEALER